

# **WNO's Communication On Engagement for UNGC 01/10/2021-30/09/2023**

## **Neem Tree in Sustainable Development**



### **World Neem Organisation**

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**António Guterres,  
Secretary-General,  
United Nations New York,  
NY 10017, USA**

Sub: COE submission

Dear Mr. Secretary-General,

I am pleased to confirm that the World Neem Organisation continues to support the principles of the UN Global Compact concerning human rights, labour, environment, and anti-corruption. With this commitment, we express our continued intent to advance these principles within our sphere of influence. As before, we continue to make a clear statement of this commitment to our stakeholders and the general public. We continue to hold our pledge to take part in the activities of the UN Global Compact where appropriate and feasible participation in Local Networks; involvement in specialized initiatives and work streams; engagement in partnership projects; and reviewing and providing commentary to participating companies on their Communications on Progress.

Thanking you  
**With NEEM Regards**

**Dr Nirrmala Kotharii  
Director & General Secretary**

# World Neem Organisation

World Neem Organisation (WNO), a Not-for-Profit-Company and a Participant of the UN Global Compact was incorporated under Section 8 Company of India (CIN No U01110MH2017NPL294815) on May 15 2017 as a forum for all neem enthusiasts, investigators, partners and workers intending to synergize their expertise, knowledge and resources to promote neem activities across the globe. Mumbai is the headquarters of the World Neem Organisation (WNO).

Today's main concerns are the increasing World Population (7.3 billion in 2015 and 8 billion by the year 2024), Global Warming and Climate Change (as Earth is getting warmer) and Deforestation (according to the FAO, an estimated 7.3 million hectares of forest are lost each year) are the three major concerns World over.

They seriously threaten the lives on this earth. The best way to overcome a natural problem is to use a natural solution. During the last two decades, Neem has been seen as an outstanding tool to minimize these global concerns. Neem trees and their phytochemicals can play an important role in quality food production, food safety, human and animal health, reversing soil erosion, fixing high volumes of CO<sub>2</sub>, and restoring the balance of the ecosystem.

**WNO supports the UNGC's Ten Principles as well as SDGs no 1, 2, 3, 13, 14, 15 and 17.**

# WNO's Vision and Mission

Promote the potential of the Neem tree (*Azadirachta Indica A. Juss*) for better Plant, Human, Animal, and Environmental health.

Promote large-scale planting of Neem across the world.

Promote research on Neem's potential for a better world in the coming years.

Promote production and commercialization of Neem products worldwide.

Pursue and persuade policymakers about the importance of Neem in sustainable development.

Create a Neem database to build greater awareness of the potential of Neem.

## Promotion of Neem-Based Products for Sustainable Development

The procurement of Neem raw materials for Neem-based products provides employment and income generation opportunities, especially to the collectors of Neem fruits and leaves (Farmers, and Rural women). So the indirect benefits of Neem products are to the farmers and rural women, and the Neem industries play a big role in the sustainable development of the area.

The source of Neem raw materials are the Neem plantations which act as a carbon sink and provide Carbon Credits to market in CTOs (Certifiable Tradable Offsets). Carbon credits are the bonus of the Planned Neem plantation to the farmers.

To promote the production and commercialization of Neem products worldwide is one of the WNO's Vision and Mission, the WNO Executive Committee decided to Endorse the Neem products of their Corporate members by allowing them to use its logo along with the statement **“WNO promotes Neem based products- A step towards the Sustainable Future”**.

At present WNO has entered into two agreements with two of its Corporate members i.e. **ITC Ltd** and **Jyothy Labs Ltd** to endorse their Neem-based products.

The endorsement fee will be utilized to establish Model Neem plantations for the Sustainable development of the Rural areas. These model Neem plantations will provide high-quality raw materials to the Neem industry.

WNO will also conduct workshops to train the farmers and Rural women in the scientific and technical methods of Neem fruit/leaves collection and pre-processing.

WNO will felicitate and help them to enter into buyback arrangements with the Neem industries.

WNO is in the process of making a **Documentary film** about the high-quality Neem fruit/leaves collection, pre-processing, storing, and scientific and technical methods for Farmers and Rural Women. This documentary will also cover current methods and improvements over those methods.

The WNO documentary will be released at the Second WNO seminar titled **"Neem for Sustainable Agriculture, Health, and Environment"** and the Third Global Neem Trade Fair to be held in February 2024.

# WNO YouTube Videos

Eight and Ninth WNO YouTube videos were released between 2021-2023.

## Eight Video

<https://youtu.be/g7R9VQushzY>

Eight video covers Birds and Neem trees. They have a very close correlation or mutualism (Mutualism is an association that is advantageous to both). In other words, birds and Neem trees share a symbiotic relationship.

Birds need trees, and trees need birds. Most bird species are insectivorous and frugivorous. Birds play a crucial role in maintaining forest ecosystems. Birds help trees pollinate, drop and disperse seeds, reforestation, control insects and weeds, and fertilize the soil.

Let's take you on a journey of correlation between Neem trees and birds.

The Neem tree is the birds' safest place for nesting, roosting, foraging, breeding, perching, and feeding.

A very unique bittersweet taste of the Neem fruits is most relished by the birds.

Birds' nests are vulnerable to diseases spread by insects and to nest-dwelling parasitic insects, Insect-repellent phytochemicals of Neem are of great benefit for rearing and nestling.

Some birds use Neem leaves to line their nest.



Birds help in the dispersal of the Neem seeds randomly. In Australia, the Neem tree is estimated to produce 44000–200000 bird-dispersed seeds each year.

### **Observations of Dato' Dr Amar Singh HSS, Malaysia, 2012**

The Neem tree (*Azadirachta indica*) is native to some countries in tropical/semi-tropical regions notably the Indian subcontinent and has a long history in Malaysia. “Having chosen to grow a Neem tree in our garden to support the environment, we have found it a source of food for birds either directly or indirectly. Observations made are based on more than 10 years of watching birds feed in our garden.

#### **Ninth Video**

<https://youtu.be/wsPvC9yW6tM>

The ninth video covers a live interview about the role of Neem in Forestry and other efforts by Central and State Govt. with Divisional Forest Officer Mr. Gangwal from Tikamgarh town in the State of Madhya Pradesh a central state of India.



# WNO Webinar Series

In the webinar series of the World Neem Organisation, the Second Webinar “A Step Towards the Sustainable Global Neem Market” was held on 5<sup>TH</sup> April 2022, via Zoom meeting. The following speakers presented their presentations:

**“Role of Neem Products in Sustainable and Regenerative Agriculture” Dr Annett Rozek (Terramera Inc., Vancouver, Canada).”**

Terramera Chief Scientific Officer Dr. Annett Rozek is an accomplished scientist and visionary leader. Alongside the Founder and CEO, she launched Terramera's inaugural Proof and Cirkil products and developed the company's revolutionary Actigate Targeted Performance Technology. Annett has led the discovery and development of a first-in-class Innate Defense Regulator, is an author in 28 publications with 2126 citations, inventor on 18 unique patent applications and granted patents, and holds an M.Sc. from Humboldt University and Ph.D. from Simon Fraser University.

**“Current scenario of rates of Neem Raw materials, Export market and Export policy”- Mr. K Ravindranathan (S S Biochem Pvt Ltd, Salem, India).”**

The Chief Executive of SS Biochem India Pvt Ltd. Manufacturer and exporter of a range of Neem Products like Neem Oil, Neem Cake, and Azadirachtin Technical & Formulations. In his 38 years experience of in the Neem Product Business, he has delivered the best possible service to the Neem Industry. He was the President of the Tamilnadu Neem Oil & Cake Manufacturer Association (TNMAS) and is now an Advisory committee member of TNMAS.

**“Problems encountered by the collectors of Neem fruits/kernels at field-level”- Dr B F Hulagur (Retired General Manager, Technical, NABARD).”**

He has a total of 47 years of experience including 25 years and 6 months in the National Bank for Agriculture and Rural Development (NABARD) and 8 years and 7 months at the University of Agricultural Sciences (UAS) Bangalore. He has more than 75 publications.

# WNO Engagements

## ITC's Neem Plantation Drive:

WNO Director, and President Dr B N Vyas, and Director and General Secretary Dr Nirrmala Kotharii took part in the Neem Plantation program of ITC Ltd, WNO Corporate member on 12<sup>th</sup> August, 2022 at Uluberia village near Kolkata, West Bengal, India.



ITC Neem Plantation Site

## 5<sup>th</sup> Edition of the “India International Fair on Health, Wellness, Fitness Services and Products”:

WNO took part in the INDIA HEALTH WELLNESS EXPO 2023 as an Association Partner, which was held on 3<sup>rd</sup> & 4<sup>th</sup> June 2023 at the Bombay Exhibition Centre, Goregaon East, Mumbai, Maharashtra, India. Dr Nirrmala Kotharii, Director & General Secretary, was the first speaker at the seminar. “Role of Neem in Human Health & Wellness” was the topic of the speech.



5<sup>TH</sup>  
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## **TODAY'S SPEAKERS**



**Dr. Nirrimala Kothari**  
Role of Neem in Human  
Health & Wellness  
Time: 12pm to 1pm



**Dr. Babu Sudhakar**  
Molecular hydrogen therapy-an  
emerging wellness tool  
Time: 1pm to 1.30pm



**Mr. Donnawit Poolsawat**  
Traditional Medicine From  
Local to Global  
Time: 1.30pm to 2pm



**Mrs. Gayatri Singh**  
Soundbath Workshop  
Time: 2pm to 2.30pm



**Mrs. Asha Ashta**  
Weight Loss by Eating  
Aloo Paratha - Revolutionizing the  
meaning of 'DIETING'  
Time: 2.30pm to 3.15pm



**Dr. Shilpa Desai**  
Breathe to Live Workshop  
Time: 3.15pm to 4pm



**Fatema Vimanwala**  
Breaking Barriers: Overcoming  
Misinformation in the World of Nutrition  
Time: 4pm to 5pm



**Shri Shri Dr. Palakkal**  
Cosmic Consciousness &  
The New World  
Time: 5pm to 5.30pm



**Dr. Siddhi Shah**  
Eye Health in this Digital Age  
Time: 5.30pm to 6pm



**Shaina**  
BollyBeats®  
Time: 6pm to 7pm

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## With United Nations Global Compact India:

Dr Nirrmala Kotharii, Director and General Secretary joined the **"16th National Convention TARGET 2030 Assess. Act. Accelerate"** is being organized by United Nations Global Compact Network India on **15th - 16th December 2021** on a Virtual Platform.

Dr Nirrmala Kotharii, Director and General Secretary joined UN GCNI's Gender Equality Summit on a virtual platform, theme was: **"Target 2030: Towards a Gender-Responsive Climate Change Commitment"**, on 10<sup>th</sup> and 11<sup>th</sup> March 2022.

Dr Nirrmala Kotharii, Director and General Secretary, Mr Milan Mehta, Director of Western India attended the meeting **"Reviving & Strengthening the Mumbai Chapter of the country level network"** at the office of Mr Anirbhan Ghosh, Regional VP Western Region on December 12<sup>th</sup>, 2022.

**Participated in the Governing Council Election for 2023-25** of the Global Compact Network of India, held from 12<sup>th</sup> – 16<sup>th</sup> June 2023.

Dr Nirrmala Kotharii, Director and General Secretary, Mr Milan Mehta, Director of Western India going to participated in the **Focused Group Discussion** held in Mumbai on Monday, September 25, 2023. **Focused Group Discussion (FGD)** was on the themes of Corporate Sustainability aligned to UNGC strategy and the 17 SDGs with participants based in Mumbai and Western Region. The FGD focused on the amelioration of participant engagement; regional chapter revival; and sharing upcoming projects & events. Executive Director, UNGCI, Mr. Ratnesh, and senior officials attended the discussion.

**WNO is working towards UNGC's (Sustainable Development Goals) no 1, 2, 3, 13, 14, 15 and 17:**







**Neem Tree Nature's Supernatural Power!**  
**Neem Tree an Innovation for Sustainability!**  
**Neem Tree God's Bitter Green Blessing!**

**Thanks & NEEM Wishes!**